

THE ANSWER TO SMOKING TODAY... **NEW  
CONCORD**



THE ANSWER/RICH TASTE

2045625780

**ALL THE TASTE  
AND A FRACTION  
OF THE  
VISIBLE SMOKE.**

LESS VISIBLE SMOKE THAN AN ORDINARY CIGARETTE.



SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.